

Addendum to FSC-102-B		7/7/98	
SUBJECT: 1998 Third Quarter September Workplan Details - "Revisions"			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input checked="" type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE	_____ Sales Rep	
<input checked="" type="checkbox"/> ROM		_____ Retail Rep	

Sales	Retail
1221	1222
1222	1223
1223	1224
1224	1225
1225	1226
1226	1227
1227	1228
1228	1229
1229	1230
1230	1231
1231	1232
1232	1233
1233	1234
1234	1235
1235	1236
1236	1237
1237	1238
1238	1239
1239	1240
1240	1241
1241	1242
1242	1243
1243	1244
	RSM
	RBM

Objective: Communicate revisions to 1998 Third Quarter September DORAL Selling Details.

Purpose: Ensure Field Sales has the most up-to-date promotional information.

Please replace Pages 3 and 4 "Selling Details" with the revised attached pages. All revisions are indicated in ***bold and italicized type***. Revisions include:

- Details for stores that do not accept coupons.
- Correction on \$1,000,000 Sweepstakes for non-restricted states.
 - Should now read all states except MA, MI, VA.
- Details and instructions on Retailer Incentive Card (for non-restricted states).
 - Reps and retailers must fill out Retailer Jackpot Ticket correctly and completely to qualify for \$25,000 Incentive Sweepstakes.
- Newspaper inserts no longer element of program.
- Additional take-ones for \$1,000,000 will be available for order.
- Reporting code for \$20 Retail Incentive (restrictive states MA, MI, VA only).

This information should be treated as "confidential."

Program Contact: Workplan Communication- Sharon Reid, extension #2584
DORAL - Evan Toulon, extension #6316

R. J. REYNOLDS TOBACCO COMPANY

Attachment

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